

Rep Order# 9820492 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/18/2012 2:42 PM
Last Received: 09/18/2012 2:29 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

56978

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 9/18
SEE LN 6: SEE LN 6 FOR TP REV
PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	W	8P-930P	SURVIVOR	:30	\$3,000.00	09/19-09/19	1	1	1	\$3,000.00	
			Sales Remark:	V3 TP REV								
			V3 Time Changed,	Comment Changed								

---REPORT TOTALS---

Report Totals: 1 / \$3,000.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$24,950.00
Sales Totals: 38 / \$24,950.00
Station Totals: 38 / \$24,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,670	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 35%
		WKRC 23%	WLWT 26%	WSTR 0%	WXIX 14%	

Books null
Demos RA35+

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Rep Order# 9820492 Ver# 2 Status Returned
EC'd Yes

Traffic Order#

Printed: 09/18/2012 12:42 PM
Last Received: 09/17/2012 2:41 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
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--- REMARKS ---

pls see line 6 tp change
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	W	8P-9P	SURVIVOR	:30	\$3,000.00	09/19-09/19	1	1	1	\$3,000.00	
				Station Remark:			V2 pls change time spec 8-930 survivor					

---REPORT TOTALS---

Report Totals: 1 / \$3,000.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$24,950.00
Sales Totals: 38 / \$24,950.00
Station Totals: 38 / \$24,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,670	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	35%
		WKRC	23%	WLWT	26%	WSTR	0%	WXIX	14%		

Books null
Demos RA35+

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Rep Order# 9820492 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/17/2012 1:58 PM
Last Received: 09/17/2012 1:52 PM
Showing Buylines: All Lines

1 of 2

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/18-09/24	5 P3	1	5	\$625.00	
	2	TU-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/18-09/24	5 P3	1	5	\$625.00	
	3	TU-F,M	5P-530P	NEWS	:30	\$350.00	09/18-09/24	5 P3	1	5	\$1,750.00	
	4	TU-F,M	6P-630P	NEWS	:30	\$900.00	09/18-09/24	5 P2	1	5	\$4,500.00	
	5	TU-F,M	730P-8P	ET	:30	\$850.00	09/18-09/24	5 P2	1	5	\$4,250.00	
	6	W	8P-9P	SURVIVOR	:30	\$3,000.00	09/19-09/19	1 P2	1	1	\$3,000.00	
	7	M	10P-11P	HAWAII 5.0	:30	\$3,000.00	09/24-09/24	1 P2	1	1	\$3,000.00	
	8	TU-M	11P-1135P	NEWS	:30	\$800.00	09/18-09/24	7 P3	1	7	\$5,600.00	
	9	SA	8A-9A	NEWS	:30	\$350.00	09/22-09/22	1 P2	1	1	\$350.00	
	10	SA	9A-10A	NEWS	:30	\$350.00	09/22-09/22	1 P2	1	1	\$350.00	
	11	SU	10A-1030A	NEWS	:30	\$450.00	09/23-09/23	1 P2	1	1	\$450.00	

Rep Order# 9820492 Ver# 1 Status New
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	SU	930A-10A	NEWS	:30	\$450.00	09/23-09/23	1 P2	1	1	\$450.00	

---REPORT TOTALS---

Report Totals: 38 / \$24,950.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$24,950.00
Sales Totals: 38 / \$24,950.00
Station Totals: 38 / \$24,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,670	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	35%
		WKRC	23%	WLWT	26%	WSTR	0%	WXIX	14%		

Books null
Demos RA35+

Spot Manager: All, 09/18/12-09/24/12

Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 56978												
Line: 1												
09/18/12 day		7:36:07 AM	:30	\$125.00	OHSB-T	CBS This Morning	(7:00:00 AM-8:00:00 AM	AIBROWN 4 SENATE		P-3	1	MWASH
09/19/12 day			:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	AIBROWN 4 SENATE		P-3	4	MWASH
09/20/12 day		6:58:55 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	AIBROWN 4 SENATE		P-3	5	MWASH
09/21/12 day		6:58:25 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	AIBROWN 4 SENATE		P-3	3	MWASH
09/24/12 day		6:58:50 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	AIBROWN 4 SENATE		P-3	2	MWASH
											5	
Line: 2												
09/18/12 day		8:46:10 AM	:30	\$125.00	OHSB-T	CBS This Morning	(8:00:00 AM-9:00:00 AM	AIBROWN 4 SENATE		P-3	2	MWASH
09/19/12 day		8:29:11 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	AIBROWN 4 SENATE		P-3	4	MWASH
09/20/12 day		8:23:30 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	AIBROWN 4 SENATE		P-3	3	MWASH
09/21/12 day		8:24:00 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	AIBROWN 4 SENATE		P-3	5	MWASH
09/24/12 day		8:46:05 AM	:30	\$125.00		CBS This Morning	(8:00:00 AM-9:00:00 AM	AIBROWN 4 SENATE		P-3	1	MWASH
											5	
Line: 3												
09/18/12 day		5:11:05 PM	:30	\$350.00	OHSB-T	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	PIBROWN 4 SENATE		P-3	1	MWASH
09/19/12 day		5:48:48 PM	:30	\$350.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	PIBROWN 4 SENATE		P-3	3	MWASH
09/20/12 day		5:18:57 PM	:30	\$350.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	PIBROWN 4 SENATE		P-3	4	MWASH
09/21/12 day		5:20:32 PM	:30	\$350.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	PIBROWN 4 SENATE		P-3	5	MWASH
09/24/12 day		5:03:13 PM	:30	\$350.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM	PIBROWN 4 SENATE		P-3	2	MWASH
											5	
Line: 4												
09/18/12 day		6:04:34 PM	:30	\$900.00	OHSB-T	6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	5	MWASH
09/19/12 day		6:28:41 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	1	MWASH
09/20/12 day		6:26:56 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	2	MWASH
09/21/12 day		6:27:26 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	3	MWASH
09/24/12 day		6:12:28 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	4	MWASH
											5	
Line: 5												
09/18/12 day		7:43:22 PM	:30	\$850.00	OHSB-T	M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	1	MWASH
09/19/12 day		7:36:00 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	3	MWASH
09/20/12 day		7:58:06 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	2	MWASH
09/21/12 day		7:51:14 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	5	MWASH
09/24/12 day		7:42:20 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	4	MWASH
											5	
Line: 6												
09/19/12 day		7:58:06 PM	:30	\$3,000.00		Wed Spec	(8:00:00 PM-9:30:00 PM	PIBROWN 4 SENATE		P-2	1	MWASH
											1	
Line: 7												
09/24/12 day		10:43:00 PM	:30	\$3,000.00		Mon Reg 3	10:00 PM-11:00 PM	BROWN 4 SENATE		P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12

Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 56978												
Line: 7												
											1	
												\$3,000.00
Line: 8												
09/18/12 day		11:11:53 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	3	MWASH
09/19/12 day		11:04:53 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	5	MWASH
09/20/12 day		11:19:42 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	2	MWASH
09/21/12 day		11:04:34 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	6	MWASH
09/22/12 day		11:12:05 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	4	MWASH
09/23/12 day		11:26:52 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	7	MWASH
09/24/12 day		11:34:30 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	1	MWASH
											7	\$5,600.00
Line: 9												
09/22/12 day		7:58:56 AM	:30	\$350.00		CBS This Morning Satur	(8:00:00 AM-9:00:00 A	BROWN 4 SENATE		P-2	1	MWASH
											1	\$350.00
Line: 10												
09/22/12 day		9:04:08 AM	:30	\$350.00		CBS This Morning Satur	(9:00:00 AM-10:00:00	BROWN 4 SENATE		P-2	1	MWASH
											1	\$350.00
Line: 11												
09/23/12 day		10:29:26 AM	:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00	BROWN 4 SENATE		P-2	1	MWASH
											1	\$450.00
Line: 12												
09/23/12 day		9:52:49 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00	BROWN 4 SENATE		P-2	1	MWASH
											1	\$450.00
											38	\$24,950.00
											38	\$24,950.00
											38	\$24,950.00
											38	\$24,950.00
											38	\$24,950.00
											38	\$24,950.00

[Filtered by:] [Sorted by: Station]